



Social Responsibility Theory book

ISBN 9789083099842
4th edition August
2024
eBook

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INTRODUCTION

This E-book contains the lesson material for the SVH social responsibility exam. SVH social responsibility is intended for people working in the hotel and catering industry. This mainly concerns organizations or companies that serve alcohol, because of the obligation under the Dutch 'Drank- en Horecawet' (Licensing and Catering Act) to have a 'Declaration of knowledge and understanding of Social Responsibility'.

Social responsibility is also certainly important for organizations or companies that do not serve alcohol. Social responsibility deals with many relevant topics, such as work environment, guest orientation, tobacco, drugs or gambling and dealing with the practical situation with the use of discussion models.

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Change law July 1, 2021

The 'Drank- en Horecawet' (Licensing and Catering Act) has been changed to the **Alcohol Act** on 1 July 2021. The legislation will continue to exist but will change radically with the aim of reducing and/or preventing problematic alcohol use. This change is also known as the 'alcohol law'.



CHAPTER 1

SOCIAL RESPONSIBILITY

- 1.1 Why social responsibility?
- 1.2 The law
- 1.3 Responsibilities of managers
- 1.4 The hotel, restaurant and café industry and the business formula
 - 1.4.1. Types of establishments
 - 1.4.2. Target groups
 - 1.4.3. Business formula (6 Ps)
 - 1.4.4. Hospitality formula
- 1.5 Alcohol supplying companies
- 1.6 Social Responsibility Policy

What does 'sociale hygiëne' (social responsibility) mean?

Hygiene comes from the word Hygieia, which means 'goddess of purity and health'. Social responsibility in organizations means that the entrepreneur ensures a healthy environment for employees and customers. The word **social** means 'society' and these are the people around us. These are the people around us.

Definition of social responsibility (sociale hygiëne)

Social responsibility means that people respect each other's physical and mental health.

1.1 THE PURPOSE OF SOCIAL RESPONSIBILITY?

People's conviviality and relaxation often go hand in hand with food and drink. Too much alcohol can cause long-term damage, including physical complaints and social problems. To prevent this from happening, the Dutch '**Drank- en Horecawet**' (**Licensing and Catering Act**) exists. This law sets requirements for the knowledge of the **manager** in the field of social responsibility.

It is important for a manager to have knowledge about:

1. The effects of alcohol on the body and mind (and combinations with drugs or medication).
2. Alcohol abuse and addiction.
3. The laws and regulations of alcohol.
4. The gaming machines and gambling addiction.

Social responsibility is a mandatory aid for responsible alcohol dispensing (Mandatory for manager).

Values and standards

Social behaviour includes values and standards.

We learn values and standards for the environment in which we live (society) from an early age, including the environment at home, at school, at work or through social media. The environment is our frame of reference. **Social behaviour is therefore also respecting each other on the basis of standards and values.**

A value is what someone strives for. This can be for example: being honest, being sweet and caring, sharing materials or not smoking. In principle, each individual has, in principle, his own values and can shape and determine them himself.

A standard or decency standard is that what is defined in our culture. For example, no feet on the couch, getting up for the elderly in the tram, no jumping in the queue. The standards are 'in principle' self-evident for every Dutchman. Of course, there can be differences, such as one drinking from a glass and the other from a bottle. The values that exist are the standards. The standards are therefore concrete rules of conduct.

Examples of values and standards	
Value: Security	Standard: Everyone wears a helmet on a scooter.
Value: Privacy	Standard: Keep your distance if someone enters their PIN
Value: Being honest	Standard: You drop and break a jar in the supermarket, then report this to an employee.

Ethics

The philosophy of what is 'right' or 'wrong' is also called **ethics**.

The values and standards of decency determine how a person should behave and are called **morality**. A person who adheres to the values and standards of decency exhibits **moral behaviour**. The environment largely determines the standards and values.

1.2 THE LAW

The **'Drank- en Horecawet'** states that a manager of a company where **alcohol is served** or **sold** has the following obligations:

- He has to obtain the 'Verklaring van kennis en inzicht sociale hygiëne' (SVH Social Responsibility certificate -the course you are taking now)
- He must be entered in the **'Register Sociale Hygiëne' (Social Responsibility Register)** (after passing the exam)

The **decree** knowledge and understanding of social responsibility of the 'Drank- en Horecawet' describes what the manager must know and **be able to do**.

What is a manager? (Article 1 'Drank- en horecawet')

A manager is a person who is in charge of the **daily management** on the shop floor. This can be the **owner or authorized representative** but can also be a person of the **general management** who is not the owner.

Requirements for the manager or employee of the hotel and catering establishments and of licences, (Article 8.1 'Drank- en horecawet').

He or she:

- must be at least 21 years old
- must not exhibit bad behaviour.
- must not be under guardianship.

There must be at least **one manager** present during opening hours, that is stated in the **catering licence**.

A manager must be registered in the 'Register Sociale Hygiëne' (Social Responsibility Register) (Article 8.3 of the 'Drank- en horecawet').

Exception: an owner who does not work on the shop floor does not need to be registered (Article 8.4 of the 'Drank- en horecawet').

At least one manager must be present during opening hours (Article 24.1a 'Drank- en horecawet'). Please note that this manager must also be included in the annexe to the 'Drank- en Horecavergunning' (Licence under the Licensing and Catering Act 2013). This licence is issued by a municipality.

No person under the age of 16 is allowed to work at a location where alcoholic beverages are served. (Article 23.2 of the 'Drank- en horecawet'). NB: in the kitchen a 15 year-old-person (or younger) is allowed to work!

It is forbidden to sell alcohol to young people under the age of 18.

Paracommercial legal entities

A paracommercial legal entity is a foundation or association that focuses on creative, sporting, educational or other social activities. The legal entity's main activity is not the sale of alcoholic beverages.

If alcohol is served in a paracommercial legal entity, this is permitted if at least **two managers** meet the requirements of Article 8 of the 'Drank- en Horecawet'.

Alcohol can only be served if:

1. a manager is present holding a 'Verklaring kennis en inzicht sociale hygiëne' (Declaration of Knowledge and Understanding of Social Responsibility).

or

2. a volunteer holding a 'Instructie verantwoord alkoholschenken' (Responsible Service of Alcohol Instruction) (IVA). There is a mandatory registration of the volunteers who have received these instructions.

In Annexe B of this summary you will find the legal texts of the 'Drank- en horecawet' that relate to para-commercial legal entities.

Risk Inventory and Evaluation (RI&E) (Article 5 of the Working Conditions Act)

Pursuant to the Working Conditions Act, an employer is obliged to carry out a risk inventory and evaluation (RI&E) in writing, based on 3 steps:

1. Evaluation of risks. The greatest risk is listed at the top.
2. A plan to prevent these risks.
3. Determine whether the RI&E meets the requirements according to the Working Conditions Act.

The employer is obliged to ensure a safe and healthy workplace with good lighting, ventilation of the workspaces that remain within the standards of noise exposure. In addition, he provides clear instructions, coaching, training and prevention of stress and other negative factors such as violence, sexual harassment.

1.3 RESPONSIBILITIES OF MANAGERS

It follows from the 'Arbowet' (Working Conditions Act) (including Article 8) that a **manager** has the following responsibilities:

1. Providing information about risks and measures (to employees).
2. Giving instructions (to employees) about their work and safety.
3. Monitoring employees.
4. Organizing a periodic work consultation (with the employees).

Ad1) Providing information (to employees).

House rules, laws, expertise, procedures. The manager ensures a safe working environment.

Ad2) Giving instructions (to employees).

The manager lets the staff know how to work safely and how to deal with aggressive customers. He/she also tells you how best to start a conversation with customers (see chapter 5 discussion models).

The instructions are given by showing him how he handles things, shows videos, have employees follow training courses, performing role-plays, etc.

Ad3) Monitoring (employees).

Supervision by the manager who helps to ensure that the instructions are followed (of points 2 and 3).

Ad4) Work consultation (with employees).

Regular consultation between the manager and staff (from the shop floor). Topics to be discussed:

- safety
- work planning
- products
- sales
- customer/guest complaints

Many **managers** have a short talk before work (**briefing**) about what is planned that day during work and what everyone should pay attention to. If necessary, a short consultation can also take place after work (**debriefing**). In the debriefing it can be discussed whether the work went according to the **procedures**, what went **well** and what the **improvement points** are.

1.4 THE HOTEL, RESTAURANT AND CAFÉ INDUSTRY AND THE BUSINESS FORMULA

A hotel, restaurant or café establishment draws up a **business formula** and a **hospitality formula**. The **type of establishment** and the **target group** determine these formulas.

The four words in bold above are explained (in detail) in the following four paragraphs.

1.4.1. Types of establishments

The Dutch word 'horeca' means: hotel, restaurant and/or café. The hotel, restaurant and café industry can be divided into three **types**.

1. establishments that provide accommodation
2. establishments that provide food
3. establishments that provide beverages

1. Establishments that provide accommodation

Are hotels, youth hostels or boarding houses where one or more nights can be spent.

2. Establishments that provide food

are companies that serve meals (and drinks). Examples of establishments that provide food: snack bars, pizzerias, restaurants, bistros or transport cafes.

3. Establishments that provide beverages

are pubs, bars, discotheques and coffee corners. The primary product is the drink, food is of minor importance.

Weak alcoholic beverages contain less than 15% of alcohol

Spirits contain more than 15% of alcohol

1.4.2. Target groups

A target group is a group of people with more or less the same characteristics. A target group has certain needs that you can respond to as an entrepreneur.

Businessmen

The target group of businessmen has more to spend and often uses the hotel and catering industry for business appointments. There is a need for a quiet environment and people want to be helped quickly (due to lack of time).



Recreational guests/ tourists

The tourist has the need to taste local drinks and snacks. It is important to deal well with cultural differences and if possible to speak the language of the tourist. An employee with English, German or, for example, Spanish language skills is of **added value**.

School children

The target group of school children often has less money to spend. The pupil needs music and does not want to be watched and to follow strict rules.

Students

The students often have less to spend and go to the hotel and catering industry for social contact. Hotel, restaurant and pub visits go hand in hand with the necessary drinks and conviviality. Searching for boundaries and being noisy is often characteristic of this target group.

Dual-income couples

The target group of dual-income couples has more to spend and more need for luxury. They use the hotel and catering industry to maintain social contracts and also to go out to dinner after work.

Parents with children

This target group needs an environment where children are wanted. A play corner, toys, colouring pictures and a children's menu on the card are of added value to this target group.



Seniors

The target group seniors is growing in the Netherlands (ageing population). This target group needs quality, rest and comfort. The seniors often want extra attention and a more formal form of interaction.

Singles

There are currently about three million singles. They need a homely environment and friendly service. Creating an atmosphere where singles can easily come into contact with each other is of added value.

1.4.3. Business formula (6 Ps)

The business formula consists of the 6 Ps: place, product, price, staff, presentation and promotion.

With these 6 Ps (= business formula) an entrepreneur determines the way in which he places the company on the market.

Place

Various factors play a role in determining where the company establishes itself.

In a centre of a town or city or just outside the centre? Close to competitors or further away? Own parking spaces?

If you set up your business in a centre, it will be more difficult for the customer to park. This makes a centre less suitable for a DIY centre. In addition, a location in a city centre is more expensive.

Product

The product is about what you offer to your customers/guests. This is not only what you physically provide, but it is also about the service you provide. The product you sell has to do with the range of products. Do you offer you many different products or just a limited number.

Price

The price you charge for the product is in line with the target group and the quality of the product. The profit will have to cover the company's costs.

Too low a price can scare customers off by giving them the idea that poor quality is being delivered.

A higher price can lead to exclusivity, making certain target groups happy to purchase the product. Exclusivity can be important for, among other things, clothing and perfume.



Staff

The staff determines the success of the company. Matching the staff with the company is about the level of training, formally addressing customers, the image of the employee and the work

attitude. An employee who does not approach the customer cheerfully and respectfully ensures that customers do not come back.



Presentation

The presentation is about the appearance of the hotel and catering establishments (both interior and exterior). When selling cheaper products, simple shop fixtures and fittings can be good. Aldi, for example, they present the products on pallets.

If it concerns an exclusive product, then a beautiful front of the business premises is necessary. In addition, the interior will have to look nice and fresh. When the product is presented in a shop window, this emphasizes the quality of the product.

Promotion

Promotion is about the way of communicating with the target group. The entrepreneur will have to use the right means to reach the target group. If the target group consists of students, you can choose to advertise via Facebook. If the target group consists of senior citizens (65-plus age group), Facebook is less effective and a door-to-door magazine is recommended.

In addition to advertising, promotion is also about organizing activities, after-sales or sponsorship.

1.4.4. Hospitality formula

After the entrepreneur has composed the business formula with the help of the 6Ps, he attunes it to the hospitality formula.

Hospitality gives people a sense of care and attention.

The hospitality formula consists of three components:

1. product: goods and services
2. the behaviour of employees and guests.
3. The surroundings of the company (interior and exterior)

The hospitality formula is closely linked to the business formula (and are geared to one another).

The business formula and hospitality formula are tailored to a specific target group.

1.5 ALCOHOL SUPPLYING ESTABLISHMENTS

The hospitality formula at off-licences is called the **shop formula**. The Ps determine the shop formula. At off- licences these are **7 Ps** instead of **6 Ps**. The shop formula adds an extra P for **'physical distribution'**

Physical distribution means the way in which the licensed victualler offers the product to the customer. The four different **'business types'** are described below.

1. Off-licence chains

Off-licence chains are often spread all over the country with the same shop formula and name. The managers and employees are in paid employment by the company.

2. Self-employed licensed victuallers/ franchise formula

An independent licensed victualler decides for himself how he sells the product. He can fill in the Ps as he sees fit. The disadvantage of an independent licensed victualler is that there is relatively much competition on the market from supermarkets or off-licences chains.

Mitra or Gall&Gall are franchise formulas that have proven their strengths. The entrepreneur that has his own establishment has the chance of making a profit but also the risk of making a loss. Rules have been drawn up by the franchisor to which the entrepreneur must adhere. The range of products, use of colour, knowledge of products, complaint handling are examples of things that the franchisee cannot change.

The entrepreneur buys the goods from the franchise formula and pays a 'franchise fee'.

3. Food trade

The supermarket, department store or wholesaler are examples of a food trade. The spirits are sold with a licence and in a separate room. For the sale of alcohol, a person registered in the social responsibility register must be present.

4. Specialist shops

At the specialist shops, such as beer or wine specialist shops one is more expert, such as the oenophile (wine expert). The specialisation results in a higher price of the product.



1.6 SOCIAL RESPONSIBILITY POLICY

Social Responsibility Policy aims to ensure the safety and health of guests and staff. This policy means that, as a company, you determine who is admitted, who gets alcohol and what to do if a customer has a gambling addiction or abuses alcohol.

All employees receive this policy in a document so that they know how to act.

The components of a social responsibility policy are:

- target group policy (chapter 1)
- human resources policy (chapter 2)
- enforcement policy (chapter 3)
- risk policy (chapter 4)
- alcohol policy (chapter 6)
- drug policy (chapter 7)
- smoking policy (chapter 8)
- gambling policy (chapter 9)
- safety and fire policy (Chapter 10)

These subjects of the social responsibility course are dealt with in the following chapters. A manager should know and be able to deal with these subjects. They are described in the Dutch 'Besluit Kennis en Inzicht Sociale Hygiëne Drink- en Horecawet' (Decree on Knowledge and Understanding of Social Responsibility of the Licencing and Catering Act).

The full summary social responsibility online available at:
<https://socialresponsibility.nl/>